

This year, millions of families just like yours will decide to take home their very first personal computer.

You might be looking to give your children an edge in school.

Or bring work home from the office. Or make the PTA newsletter look a little more professional.

The first

step in finding the right com-

A computer should be easy to buy. So Macintosh Performa puts everything your family needs in one box.

puter is to ask a few simple questions.
What do you really need in a computer?

You can plunge into books thicker than the Peoria white pages to find the answer, immersing yourself in the megabytes and whosiwhatzits of computer terminology just to figure out your choices.

Or, you can look into a new kind of personal computer: Performa.™ The family Macintosh.*

We started by putting everything together in one box, so you wouldn't have to figure out what components to buy. Plug the monitor into the computer, plug the power cord into the wall, and you're ready to go.

What software do you need?

How to buy your first personal computer.

The magic of a personal computer is that you can change what it does simply by changing the software.

You can turn the same computer from a powerful calculating tool into an artist's palette into an arcade game.

A Macintosh Performa arrives in your home with the most popular kinds of software already installed. So

right out of the box, your family can do things like

write a term paper, calculate the household budget, organize an entire scout troop or keep a mailing list of all your relatives. (Plug in an affordable Apple® StyleWriter® II

A computer should help your kids to learn. Of course, more schools use Apple computers – to teach everything from frogs to Flaubert.

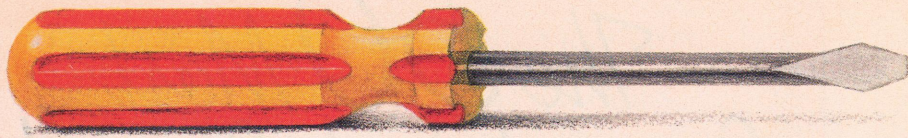


A computer should protect your investment. Performa makes it easy to grow as your family's needs grow, to let you add new capabilities and take advantage of future innovations.

printer, and all these projects take on the professional look of typeset documents.)

Of course, Performa also gives you the power to run thousands of other programs you can buy. If you use a computer at work, many of those same programs are available for the Macintosh Performa (from Lotus 1-2-3 to WordPerfect). And it lets your kids run many of the same software programs used in schools (more schools use Apple computers than any other brand).





A computer should be easy to set up. So a Macintosh Performa requires no tools – not even one of these.

Will everybody in the family be able to use it?

It doesn't matter how powerful a computer is if your family can't figure out how it works. Fortunately, Performa combines enough power to run a whole business with the practical simplicity of a Macintosh.

Performa even includes special software called At Ease™ that makes it easy for very young children to use.

Other computers may look simple in the store. But if you click the wrong button, you could find yourself staring at complex computer codes.

Are there any hidden costs?

Often, the base price of a computer doesn't include things you really need or want as soon as you get your computer home.

You may have to pay extra for basic things like sound and graphics. You may have to buy software separately. You may even have to pay extra for a keyboard, a mouse and a color monitor.

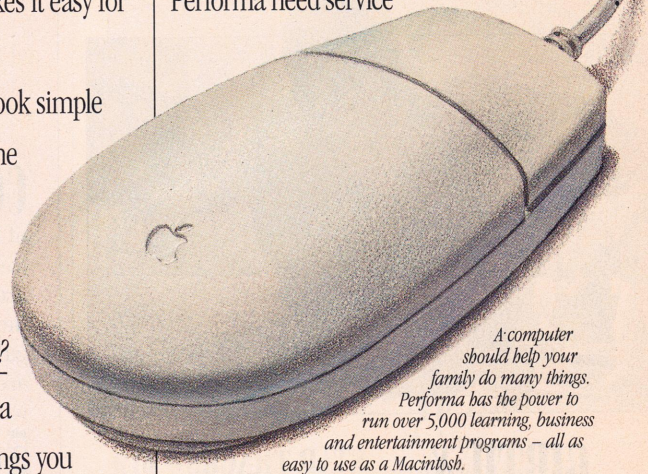
With Performa, all of these things are included for one affordable price. Some Performa models even include a modem.*

Where can you get help if you need it?

Even with the easiest computer, you may have a few questions now and then.

So every Performa includes unlimited toll-free

telephone support. And should your Performa need service



A computer should help your family do many things. Performa has the power to run over 5,000 learning, business and entertainment programs – all as easy to use as a Macintosh.

in the first year, we'll even come to you.**

The whole idea is to make owning a computer an incredibly satisfying experience. (We know a few things about satisfying customers. For two years in a row, J.D. Power and Associates has ranked Apple highest in Overall Customer



Satisfaction Among Personal Computer Companies.†)

For the number of your local Performa retailer, call us at 800-538-9696, ext. 215.

A computer should give you confidence. So Macintosh Performa includes a year of in-home service and unlimited toll-free telephone help.

And discover the most important power a personal computer can bring your whole family. The power to be your best.®

Performa 
The Family Macintosh

430 and 450 models. **Support and limited warranty apply to Apple Macintosh CPUs and peripherals only. Support does not apply to third-party software. †J.D. Power and Associates' 1991 and 1992 Computer End User Satisfaction Studies. 1992 study conducted among Apple Computer, Inc. Lotus and 1-2-3 are registered trademarks of Lotus Development Corporation. WordPerfect is a registered trademark of WordPerfect Corporation. This ad was created using Macintosh personal computers.